Permit #F00031631

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00031631 **Type of Permit:** FILMING **Release Date:** 09/17/2010

Production Company SERIAL PICTURES LLC

Insured Company Name SERIAL PICTURES LLC

Contact Phone No. 1 310-558-3667
Contact Phone No. 2
Fax
Address 3532 HAYDEN AVE
CULVER CITY, California 90232

Production Title AVON

Type of Production Commercial - Standard

Producer DAWN IACINO

Director JONAS ACKERLUND

1st AD ANDY COFFING

Production Manager LORI CHAPMAN

FilmL.A. Coordinator Asia Robinson

Location Manager BRUCE BOEHNER
Primary Phone Mobile - 213-925-5379
Secondary Phone Office - 310-558-3667

Location Assistant N/A N/A
Primary Phone Mobile - N/A N/A
Secondary Phone

Fees

Posting 600	$138.00
Notification Charge	$155.00
FILMLA FILM APPLICATION FEE	$625.00
LA CITY FIRE DEPARTMENT SPOT CHECK SURCHARGE	$85.00

Total Permit Fee $1,003.00

Number of Locations 1

NOT A PERMIT

Permit #F00031631

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information — Location

Permit Number F00031631
Production Company SERIAL PICTURES LLC
Insured Company SERIAL PICTURES LLC
Production Title AVON

Location Manager BRUCE BOEHNER
Primary Phone Mobile - 213-925-5379
Secondary Phone Office - 310-558-3667

Location Address 1040 N Las Palmas Ave, Los Angeles, CA, 90038

Location Type Certified Studio

Film Dates 9/20/2010 - 9/21/2010 06:00 - 22:00

Open or Closed to the Public Open

Generic Conditions
Equipment vehicles may park on one side of street
Must Maintain 5' Clearance on Sidewalks/Walkways
No Cast and Crew parking on areas streets.
No interference with vehicular or pedestrian traffic

Please see attached document Film Permit Levi's.pdf

Equipment on Location

Type	Quantity
5 or 10 ton trucks	4
Cast/Crew vehicles	40
Cube Trucks	3
Generator	1
Motor Homes	1
Vans	1

Personnel on Location

Type	Quantity
Cast	5
Crew	45

Filming Activities POSTING ONLY;

Jurisdiction **Political:** Los Angeles City - Council District 04 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Thomas Guide **Page:** 593 **Grid:** E6

Approvals LOS ANGELES POLICE DEPARTMENT Mark Buck

Parking
Base Camp
Location Type : Location

Crew Parking
Location Type : Location

Posting "No Parking" signs B/S ELEANOR, SEWARD WEST TO END

Approximate Footage 301 - 600 **Log Number** 3889

Date(s) 9/20/2010 to 9/21/2010 **Time(s)** 06:00 to 22:00

NO PERMIT

Permit #F00031631

Appointment of Film Permits Unlimited, Inc.
As Authorized Agent and representative

I certify that I am a representative of HSI Productions **("Principal") and am authorized to enter into binding contractual agreements on it's behalf. I further certify that I am authorizes by Principal to appoint other representatives and agents for Principal and to give such representatives and agents authority to enter into and bind Principal to agreements relating to the issuance of and compliance with location film (e.g. theatrical, television, commercial and other motion picture filming) and still photographic permits, including the permits themselves and any riders to such permits. Acting on behalf of Principal in my capacity as its authorized representative, I appoint Film Permits Unlimited, Inc. and it's employees and agents ("FPU") as Principal's authorized representatives and agents to apply for location film (e.g. theatrical, television, commercial and other motion picture filming) and still photographic permits on behalf of Principal through Film LA, Inc., any city and county, or through any other jurisdiction: to negotiate, discuss, accept, modify, agree to and bind Principal to the terms and conditions of such permits (including all restrictions and /or community guidelines applicable to any such permit): and to execute such permits on behalf of Principal. Principal understands, acknowledges and agrees that it (and/or its insurer) remains responsible and liable for all obligations imposed by or Incidental to any permit or rider issued to Principal signed by an employee or agent of (including any coordinator, runner or messenger used by) FPU. Principal further agrees to comply with the terms and conditions of any such permits and hereby appoints FPU as an authorized representative to facilitate compliance with such terms and conditions following issuance of any such permits and to enter into agreements for Principal with respect thereto. Any person, agency, entity, or organization (including Film LA, Inc. and any city county or other jurisdiction) may rely upon this appointment and need not obtain further authorization for any act described herein. An original or faxed copy of this appointment shall be sufficient, and may be treated as an original for all purposes. The appointment may be revoked by Principal at any time in writing, but in any case, shall expire one (1) year from the date of execution set forth below.**

I declare under penalty of perjury under the laws of the State of California that I am authorized to appoint FPU as agent for Principal, and based upon that authority I hereby appoint FPU as Principal's agent as set forth herein.

Dated: Sept. 14, 2010

HSI Productions / Old Navy / Levi's Pee Pee
Name of Principal

By: [signature]
Representative's Signature

Kara Clyburn
Print Representative's Name

Producer / Art Director
Representative's title

3630 Eastham Drive
Culver City, CA 90232
Principal's Address

310-558-7118 / 310-980-2946
Principal's Telephone

Film Permits Unlimited, Inc.
Phone (818) 347-9929
Fax (818) 347-9784

Please sign and fax back
Principal = Name of Company

NOT A PERMIT